

MULTIMEDIA



UNIVERSITY

STUDENT IDENTIFICATION NO

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# MULTIMEDIA UNIVERSITY

## FINAL EXAMINATION

2015/2016 SESSION

**BMR3094 –MARKETING IN SERVICE INDUSTRIES**

(All sections / Groups)

12<sup>TH</sup> OCTOBER 2015

2:30 p.m – 4:30 p.m

(2 Hours)

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### INSTRUCTIONS TO STUDENT

1. This Question paper consists of TWO (2) pages and **TWO (2) Sections** only.
2. Attempt **ALL** questions in **SECTION A** and **TWO** question in **SECTION B**.
3. Please write all your answers in the Answer Booklet provided.

**SECTION A: ANSWER ALL QUESTIONS**

**READ THE SCENARIO BELOW AND ANSWER ALL QUESTIONS IN THIS SECTION.**

You have been hired by a business owner as a consultant. The business owner is intending to establish a premium restaurant business that will cater to predominantly well to do customers. From a market study that has been conducted, it was found that the target market is not sensitive to pricing. They love quality food that is well presented, they like to be pampered and value privacy. The study also found that the longer the customer stay in a premium restaurant, the more they will spend. This spending will mostly be on expensive drinks and deserts.

**QUESTION 1:**

Due to some financial constraints, the owner decided to ignore your suggestion on investing on appropriate physical evidences for the restaurant. He argued that the physical evidences are mere decorations and no benefited can be obtained by the investment.

Do you agree with his argument? Explain your answer.

(25 marks)

**QUESTION 2**

As the consultant for the restaurant, you are required to ensure that the restaurant is able to deliver a compelling customers experience.

Using appropriate examples, explain how you could achieve this task by manipulating the elements of Servuction Model.

(25 marks)

(Total = 50 Marks)

**SECTION B**

**ANSWER ONE (2) OUT OF TWO (3) QUESTIONS BELOW.**

**QUESTION 3**

- a. List and briefly describe the five gaps within the Conceptual Model of Service quality.

(10 Marks)

**Continued...**

- b. List the five dimensions of service quality. Which dimension is typically rated by customers as the most important? Which is typically rated as the least important?

(15 Marks)

#### **QUESTION 4**

- a. What is customer satisfaction and how does it benefit a service firm? Give appropriate example.

(10 Marks)

- b. Define Service GAP and using appropriate examples, briefly discuss how does knowledge on the Service GAP help marketer to influence consumer perceptions of service quality, and hence customer satisfaction?

(15 Marks)

#### **QUESTION 5**

- a. In marketing his farm-stay business, the owner promoted his business using a plain white poster with these wordings: "Farm-stay, accommodation available". As a marketing consultant, explain why this simple poster will not work in service settings.

(10 marks)

- b. Using appropriate examples, briefly discuss how a service firm could overcome the problems of intangibility, service evaluation difficulty and co-production.

(15 marks)

**End of Page**

